

Message Text

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TO AMCONSUL SYDNEY PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT:U.S. TRAVEL PROGRAM; STATUS OF PROPOSALS FOR
-----TRAVEL AGENTS' PARTICIPATION IN JOINT POST/USTC
-----TRAVEL PROMOTION ACTIVITIES

REF; SYDNEY 0060

1. USTS AND OIM HAVE JOINTLY DISCUSSED SUBJECT PROPOSALS
FOR ESTABLISHMENT IN USTC OF A TRAVEL AGENCY TO PROVIDE
TRAVEL INFORMATION SERVICES TO THE PUBLIC.

2. ALTHOUGH THE PROPOSED SERVICE HAS MERIT, SUCH A PRO-
JECT CANNOT BE AUTHORIZED. THERE ARE CONSIDERABLE MIS-
GIVINGS SUCH AS (1) UTILIZATION OF FEDERAL OFFICE SPACE
AND UTILITIES RENT FREE BY A PROFIT-MAKING ORGANIZATION
TO CARRY OUT THIS FUNCTION WHEN THE FUNCTION WOULD BE
NORMALLY EXECUTED BY THE CONSULATE/COMMERCIAL SECTION IN
THE ABSENCE OF USTS AND BY USTS IF THEIR BUDGET PERMITTED
AN OFFICE IN SYDNEY; (2) PROVIDING A 10,000 DOLLAR SUB-
SIDY PER ANNUM. THERE ARE NO FUNDS AVAILABLE FROM USTS
OR DIBA; (3) PROVIDING AN EXCLUSIVITY TO ONE TRAVEL AGENT
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WHEN THERE ARE OTHERS JUST AS QUALIFIED AND (4) PRO-

VIDING FREE TRANSPORTATION OF LITERATURE FOR COMMERCIAL PURPOSES.

3. YOU ARE, THEREFORE, ADVISED TO CANCEL ANY FURTHER CONSIDERATION OF THE PROPOSALS.

4. USTS RECOMMENDS THAT THE RETAIL TRAVEL AGENT MEMBERS OF THE VISIT USA COMMITTEE CONSIDER ESTABLISHING THEMSELVES IN THEIR OWN FACILITIES AS VISIT USA TRAVEL PLANNING CENTERS PROVIDING UP-TO-DATE KNOWLEDGE OF U.S. ATTRACTIONS AND TOURIST INTERESTS TO THE PUBLIC INSTEAD OF GIVING THIS EXCLUSIVITY TO ONE AGENCY. KISSINGER

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